



The Effect of Marketing Communication on Purchasing Decisions of Elota Indonesia Screen-Printed T-Shirts

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ABSTRACT

This study aims to examine the effect of marketing communication on purchasing satisfaction of Elota Indonesia screen-printed T-shirts. The research employed a quantitative approach using a survey method, with data collected through questionnaires distributed to 55 consumers of Elota Indonesia screen-printing products in Gowa Regency. The data were analyzed using simple linear regression with SPSS version 27. The results indicate that marketing communication (X) has a positive and significant effect on purchasing satisfaction (Y) of Elota Indonesia screen-printed T-shirts. This is evidenced by the t-test results, where the calculated t-value (10.486) exceeds the t-table value (1.674), with a significance level of 0.000 (< 0.05). Furthermore, the F-test results show that the calculated F-value (109.955) is greater than the F-table value (4.027), with a significance level of 0.000 (< 0.05), indicating that marketing communication simultaneously has a significant influence on consumer purchasing decisions. These findings demonstrate that effective marketing communication plays an important role in increasing consumer satisfaction and encouraging positive purchasing behavior. Marketing communication through advertising, promotion, and social media helps consumers obtain clear and attractive information regarding products offered by Elota Indonesia. Consumers who receive accurate and persuasive information tend to feel more confident and satisfied with their purchasing decisions. In addition, effective communication strategies can strengthen brand image, build customer trust, and improve long-term relationships with consumers. Therefore, businesses in the screen-printing industry are encouraged to continuously develop innovative marketing communication strategies to remain competitive and enhance consumer satisfaction.

1. Introduction

In the current digital era, marketing communication has become a key factor in attracting consumer attention and influencing purchasing decisions. The rapid development of digital technology and social media has transformed how companies interact with consumers, requiring businesses to deliver product information in an engaging, targeted, and persuasive manner while simultaneously building strong relationships with consumers. Marketing communication encompasses various strategies, including promotion, advertising, personal selling, direct marketing, and the use of social media, which has become increasingly dominant in recent years. In the global business environment, effective marketing communication is

considered essential for enhancing consumer engagement, strengthening brand awareness, and encouraging purchasing behavior.

The development of digital communication technologies has also significantly influenced the fashion and apparel industry, particularly businesses operating in the custom screen-printing sector. Screen-printed T-shirts are not only used for daily wear but also serve as a medium for self-expression, community identity, and business promotion. Consequently, companies in this sector are required to implement creative and communicative marketing strategies to remain competitive in an increasingly crowded market. The use of social media platforms such as Instagram, WhatsApp, TikTok, and other digital platforms has enabled

businesses to reach broader consumer segments more efficiently and interactively.

At the local level, many small and medium-sized enterprises (SMEs) in Indonesia increasingly depend on digital marketing communication to survive and compete in the marketplace. One business operating in this sector is Elota Indonesia, a company engaged in the screen-printing industry that offers custom T-shirt design and production services for various purposes. In its operations, Elota Indonesia relies on multiple forms of marketing communication, particularly through social media platforms such as Instagram and WhatsApp, as well as word-of-mouth promotion. These communication channels are utilized to provide product information, build customer relationships, and encourage consumers to make purchasing decisions.

Previous studies have demonstrated that marketing communication plays an important role in influencing consumer behavior and purchasing decisions. Effective communication strategies can improve brand image, consumer trust, purchase intention, and customer loyalty. Digital marketing communication through social media has also been widely recognized as an effective tool for increasing customer engagement and expanding market reach. However, despite the increasing relevance of marketing communication in the digital era, several previous studies have mainly focused on large-scale businesses, e-commerce platforms, or general consumer products, while limited attention has been given to SMEs operating in the custom screen-

printing industry. Furthermore, previous research often examines digital marketing broadly without specifically analyzing how marketing communication strategies influence purchasing decisions in screen-printed T-shirt businesses.

This condition indicates a gap in the existing literature. Empirical studies examining the relationship between marketing communication and purchasing decisions within local custom apparel businesses remain limited, particularly in the context of Indonesian SMEs such as Elota Indonesia. In addition, there is still insufficient evidence regarding how social media communication and word-of-mouth promotion contribute to consumers' purchasing decisions in the screen-printing sector. Therefore, further investigation is necessary to provide a more contextual understanding of the effectiveness of marketing communication strategies in influencing consumer purchasing behavior.

Consumer purchasing decisions are influenced by various factors, one of which is how product information is delivered and perceived by consumers. Ineffective or poorly targeted marketing communication may lead to consumer hesitation or a lack of purchase intention. Conversely, effective marketing communication can enhance purchase interest, consumer trust, and loyalty toward the offered products or services. To provide a clearer overview of sales performance, Table 1 presents a summary of Elota Indonesia's customer data over the last three months.

Table 1. Summary of Customer Data for the Last Three Months

Month	Total Orders	Total Sales	Completed Orders	Uncompleted Orders
April	2,089	IDR 151,651,000	IDR 144,188,000	IDR 7,463,000
May	1,950	IDR 138,500,000	IDR 132,000,000	IDR 6,500,000
June	1,750	IDR 125,000,000	IDR 120,000,000	IDR 5,000,000
Total	5,789	IDR 415,151,000	IDR 396,188,000	IDR 18,963,000

Source: Primary Data, 2025

Based on these data, the majority of orders were successfully completed, although a small proportion remained unfinished. The data also indicate a gradual decline in total orders and sales from April to June, suggesting the need for companies to evaluate the effectiveness of their marketing communication strategies in maintaining consumer interest and purchasing activity. Considering the increasingly competitive business environment, companies must ensure that their

communication strategies are capable of attracting, persuading, and retaining consumers effectively.

Based on the background and research gap described above, the research problem in this study is formulated as follows: to what extent does marketing communication influence consumers' purchasing decisions for screen-printed T-shirts at Elota Indonesia? Accordingly, this study aims to examine the influence of marketing communication on purchasing decisions of screen-printed T-shirts

at Elota Indonesia.

Theoretically, this study contributes to the development of marketing communication literature, particularly regarding consumer purchasing behavior in SMEs operating in the custom apparel and screen-printing industry. This research also enriches empirical evidence related to the effectiveness of digital and interpersonal communication strategies in influencing purchasing decisions. Practically, the findings of this study are expected to serve as an evaluation and reference for improving the company's marketing communication strategies, enabling Elota Indonesia to more effectively reach and persuade potential consumers. In addition, this study may provide insights for other SMEs in developing more effective communication strategies to enhance business competitiveness in the digital era. The novelty of this study lies in its focus on the influence of marketing communication on purchasing decisions within the local custom screen-printing business sector, particularly at Elota Indonesia, which remains underexplored in previous research.

2. Literature Review

2.1 Conceptual and Theoretical Foundations

2.1.1 Marketing Communication

Marketing communication is an integral part of the marketing mix that functions as a strategic tool for delivering messages, building relationships, and influencing consumer behavior. Through marketing communication, companies are able to inform, persuade, and remind consumers about their products and brands, either directly or indirectly. Effective marketing communication enables firms to create awareness, shape perceptions, and stimulate consumer interest in the offered products or services.

According to Hermawan (2012), marketing communication represents the integration of various communication elements, including advertising, sales promotion, public relations, personal selling, and direct marketing, which are coordinated to influence consumer decision-making processes. This integrated approach ensures consistency of messages delivered across multiple channels, thereby strengthening brand image and consumer trust.

Miftachul Arif et al. (2020) emphasize that

marketing communication provides consumers with information regarding how and why a product is used, by whom, as well as where and when it can be obtained. In marketing activities, communication is not merely an exchange of information but a complex process that requires careful planning, appropriate strategies, and well-coordinated execution to ensure that messages are effectively received and understood by the target audience.

The objectives of marketing communication include creating consumer awareness of products, providing accurate and relevant information, influencing consumer perceptions and attitudes, encouraging purchase intentions and purchasing actions, and building long-term brand loyalty. To achieve these objectives, marketing communication involves several key components, namely the communicator as the message sender, the message content, the media or communication channels, the receiver as the target audience, and the resulting effects in the form of consumer responses or behavioral changes.

Marketing communication is delivered through various forms and channels such as advertising, sales promotion, direct marketing, personal selling, interactive marketing, and social media marketing. These channels enable companies to reach consumers more effectively, foster two-way interaction, and enhance consumer engagement. In the context of integrated marketing communication, Kotler identifies several indicators of marketing communication, including sales promotion, direct marketing, personal selling, digital and social media marketing, and advertising, which collectively contribute to the effectiveness of promotional strategies.

2.1.2 Purchasing Decision

A purchasing decision refers to the cognitive and behavioral process through which consumers determine whether to buy a product or service. According to Pradana and Reventiary (2016), purchasing decisions involve a series of stages in which consumers recognize their needs, seek relevant information, evaluate available alternatives, and ultimately select the most suitable option. This process reflects how consumers assess product value based on their preferences and expectations.

Putra et al. (2017) argue that purchasing decisions are influenced by both internal and

external stimuli, which are processed through information search, alternative evaluation, and purchasing actions. Similarly, Essam and Fahmi (2016) define purchasing decisions as consumer actions in selecting products perceived as solutions to their needs and desires. These definitions highlight that purchasing decisions are goal-oriented and driven by consumers' efforts to satisfy specific needs.

The purchasing decision process generally consists of several stages, including need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. After making a purchase, consumers evaluate their level of satisfaction, which may influence repeat purchases and brand loyalty. Therefore, purchasing decisions are not limited to the act of buying but extend to post-purchase evaluations and experiences.

According to Hermansyah et al. (2022), purchasing decisions are influenced by various factors, including cultural, social, personal, and psychological factors. Cultural factors such as culture and social class shape consumer preferences, while social factors including family and reference groups influence product choices. Personal factors such as age, lifestyle, and occupation affect consumer needs, whereas psychological factors such as motivation, perception, and attitudes determine how consumers process information and make decisions. In addition, marketing factors such as product quality, pricing, promotion, and distribution channels also play a significant role in influencing purchasing decisions.

Purchasing decisions can be measured using several indicators, including product choice, brand choice, distributor choice, purchase timing, purchase quantity, and payment method. These indicators reflect consumers' preferences and behaviors in selecting products and completing transactions.

2.1.3 The Influence of Marketing Communication on Purchasing Decisions

Marketing communication plays a crucial role in influencing each stage of the consumer purchasing decision process. Through advertising, promotional activities, social media engagement, and direct interaction, consumers receive information, form perceptions, and develop

motivation to make purchasing decisions. Effective marketing communication helps reduce consumer uncertainty by providing clear and persuasive product information.

Empirical studies have demonstrated that marketing communication has a significant impact on purchasing decisions. Syafri et al. (2023) found that digital marketing communication strategies significantly enhance consumer purchasing decisions in the creative industry. Similarly, consumer engagement through social media has been shown to strengthen purchase intentions and positively influence decision-making behavior.

In the context of Elota Indonesia screen-printed T-shirts, marketing communication strategies such as engaging social media content, responsive customer service, professional product presentation, and word-of-mouth promotion contribute to the formation of positive consumer perceptions. These perceptions encourage consumers to trust the brand and proceed with purchasing decisions. Therefore, marketing communication is a strategic element that significantly influences consumer purchasing behavior, particularly in the competitive screen-printing industry.

2.2 Review of Empirical Studies

Previous empirical studies indicate that marketing communication, integrated marketing communication, social media promotion, advertising, sales promotion, and word-of-mouth communication significantly influence purchasing decisions, especially in the fashion and micro, small, and medium enterprise (MSME) sectors. These studies consistently show that effective communication strategies enhance consumer awareness, engagement, and purchase intentions.

Syafri et al. (2023) found that digital marketing communication strategies significantly enhance consumer purchasing decisions in the creative industry. Their findings demonstrate that social media-based promotional activities increase consumer trust, product awareness, and purchase intention. Similarly, studies on social media engagement reveal that interactive communication between businesses and consumers positively influences consumer decision-making behavior.

Other empirical studies also show that integrated marketing communication contributes to

consumer loyalty and purchasing behavior through persuasive advertising content, sales promotions, and direct interaction with customers. In the context of the fashion industry, visual product presentation, online customer interaction, and electronic word-of-mouth are considered important factors affecting purchasing decisions.

Although previous studies generally confirm the positive influence of marketing communication on purchasing decisions, several limitations remain evident. Many prior studies focus on large-scale businesses or broader digital marketplace contexts, while limited research specifically examines screen-printing businesses and local clothing brands such as Elota Indonesia. Furthermore, some studies mainly emphasize digital marketing strategies without comprehensively analyzing integrated marketing communication components such as advertising, sales promotion, personal selling, and social media interaction simultaneously. Therefore, additional research is necessary to provide a more contextual understanding of how marketing communication influences purchasing decisions in the screen-printing fashion industry.

2.3 Identification of the Research Gap

Based on the synthesis of theoretical perspectives and empirical findings, this study identifies several research gaps. First, previous studies predominantly examine marketing communication in general retail, e-commerce, or large-scale business sectors, while limited studies focus specifically on local screen-printing fashion businesses such as Elota Indonesia. Second, prior research tends to emphasize digital marketing or social media promotion independently, rather than examining marketing communication as an integrated strategic construct consisting of advertising, sales promotion, direct marketing, personal selling, and digital communication.

Third, there is still limited empirical evidence regarding how marketing communication strategies influence purchasing decisions in local MSME-based fashion industries in Indonesia, particularly in the context of screen-printed T-shirt products. Therefore, this study contributes to the literature by examining the influence of marketing communication on purchasing decisions within the specific context of Elota Indonesia. The study is expected to enrich empirical evidence related to

marketing communication effectiveness in local creative industries and provide practical implications for MSME marketing strategies.

2.4 Development of the Conceptual Framework

The conceptual framework in this study illustrates the relationship between marketing communication as the independent variable and purchasing decision as the dependent variable. This framework serves as a guide for analyzing how marketing communication influences consumer purchasing behavior.

2.5 Hypotheses or Research Propositions

Based on the theoretical review and empirical evidence discussed above, the hypothesis proposed in this study is as follows: marketing communication has a positive and significant effect on purchasing decisions of Elota Indonesia screen-printed T-shirts.

3. Research Methods

3.1 Research Design

This study employs a quantitative research design. Quantitative research is characterized by systematic, planned, and structured procedures that are clearly defined from the initial stage to the formulation of the research design. This approach emphasizes numerical data analysis and statistical testing to examine relationships between variables objectively.

According to Sugiyono (2018), quantitative research methods are based on positivist philosophy and are used to examine specific populations or samples. Sampling techniques are generally conducted randomly, data collection utilizes research instruments, and data analysis is quantitative or statistical in nature with the primary objective of testing predetermined hypotheses. Therefore, this method is considered appropriate for analyzing the influence of marketing communication on purchasing decisions.

The research design is intended to provide empirical evidence regarding the effect of marketing communication as the independent variable on purchasing decisions as the dependent variable through measurable and statistically testable procedures.

3.2 Research Context and Setting

This research was conducted at Elota Indonesia Screen-Printed T-shirt Business, located at Jl. Rehabilitasi Cacat No. 10, Makassar City, South Sulawesi. The selection of this research setting was based on its relevance to the variables studied, particularly marketing communication practices implemented by the company and their influence on consumer purchasing decisions.

The research was carried out over a period of two months, starting from January to March 2025. This time frame was considered sufficient for distributing questionnaires, collecting responses, processing data, and conducting statistical analysis. The context of the study provides practical insights into consumer behavior within the local fashion and screen-printing business sector.

3.3 Population and Sample / Research Participants

The population in this study consists of all customers of Elota Indonesia Screen-Printed T-shirts. According to Sugiyono (2018), population refers to a generalization area comprising objects or subjects with specific qualities and characteristics determined by researchers for study and conclusion drawing.

The sample is part of the population that represents its characteristics. The sample size determination in this study refers to the Malhotra formula, which suggests that the minimum number of samples should be five to ten times the number of observed indicators. Since this study uses eleven indicators, the minimum required sample size is calculated as five multiplied by eleven, resulting in a total of 55 respondents. Therefore, the sample used in this study consists of 55 customers of Elota Indonesia.

The sample was selected to ensure that the respondents were relevant to the phenomenon under study and capable of providing information regarding perceptions of marketing communication and purchasing decisions.

3.4 Data Sources and Data Collection

The type of data used in this study is quantitative data, which refers to data expressed in numerical form, such as respondents' assessment scores obtained through questionnaires. Quantitative data enables statistical analysis to measure the relationship between marketing

communication and purchasing decisions.

The sources of data in this study consist of primary data and secondary data. Primary data were obtained directly from respondents through questionnaires distributed to customers of Elota Indonesia. The questionnaire contained structured statements related to marketing communication and purchasing decisions. Respondents were asked to provide responses according to their perceptions and experiences related to the research variables.

Secondary data were collected from supporting sources such as books, scientific journals, company documents, and reports relevant to marketing communication and consumer purchasing behavior. Documentation techniques were also used to obtain additional supporting information, including company profiles and related records, to strengthen the analysis and interpretation of the research findings.

According to Sugiyono (2019), data collection techniques are crucial in research because the main objective of a study is to obtain accurate and relevant data. Therefore, questionnaires and documentation were considered appropriate techniques for collecting the required information in this study.

3.3 Measurement of Variables and Research Instruments

Operational definitions are used to provide clear explanations of research variables by specifying how each variable is measured. This helps ensure consistency and accuracy in data collection and analysis.

Marketing communication (X) is defined as a strategic process employed by companies to convey information, promote products or services, and build relationships with customers through various communication channels such as promotions, social media, direct interaction, and personal selling. The objective of marketing communication is to create brand awareness, attract consumer interest, and influence purchasing decisions through consistent and relevant messages (Kotler & Keller, 2016).

Purchasing decision (Y) refers to the process and actions undertaken by consumers in selecting, evaluating, and ultimately purchasing products or services that are perceived to meet their needs and desires. This process includes consideration of alternatives and post-purchase evaluation.

Measurement of variables in this study uses a Likert scale. According to Sugiyono (2018), the Likert scale is used to measure attitudes, opinions, and perceptions of individuals or groups regarding certain phenomena. The scale consists of five levels ranging from strongly disagree to strongly agree, each assigned a numerical score from one to five.

The research instrument used in this study was a structured questionnaire consisting of statements developed based on the indicators of marketing communication and purchasing decisions. The collected data were tabulated and analyzed to test validity and reliability.

3.6 Data Analysis Techniques

The data obtained from respondents were analyzed using statistical methods with the assistance of the IBM SPSS Statistics software. The analysis approach used in this study is descriptive quantitative analysis, which aims to describe and interpret data systematically to provide a clear picture of the research object.

Descriptive statistical analysis was used to summarize respondents' characteristics and responses. Further analysis was conducted using simple linear regression analysis to examine the effect of marketing communication on purchasing decisions. The regression model used in this study is expressed as follows:

$$Y = a + bX + e$$

Where Y represents purchasing decision, a is the constant, b is the regression coefficient, X is marketing communication, and e is the error term.

Hypothesis testing was conducted using the t-test to examine the partial effect of marketing communication on purchasing decisions at a significance level of 5 percent. If the calculated t-value is greater than the t-table value or the significance value is less than 0.05, the null hypothesis is rejected, indicating that marketing communication has a significant effect on purchasing decisions. Conversely, if the calculated t-value is less than the t-table value or the significance value is greater than 0.05, the null hypothesis is accepted.

3.7 Validity, Reliability, and Trustworthiness

Instrument testing was conducted to ensure data quality, including validity and reliability tests. Validity testing determines whether the

questionnaire items accurately measure the intended variables, while reliability testing assesses the consistency of the measurement instrument.

A questionnaire item is considered valid if the calculated correlation coefficient exceeds the critical value. Meanwhile, the instrument is considered reliable if the Cronbach's Alpha coefficient meets the required threshold, indicating consistent measurement results.

These procedures were conducted to ensure the robustness and accuracy of the research findings and to minimize measurement errors during data collection and analysis.

3.8 Ethical Considerations

This research considered ethical principles throughout the research process. Respondents participated voluntarily and were informed about the purpose of the study before completing the questionnaire. The confidentiality of respondents' identities and responses was maintained to protect participant privacy and ensure academic integrity.

The data collected were used solely for research purposes and analyzed objectively without manipulation. Ethical compliance was maintained to ensure that the study adhered to responsible research practices and respected participants' rights.

3.9 Research Procedure

The research procedure was conducted systematically through several stages. The first stage involved identifying the research problem and determining the research objectives related to the influence of marketing communication on purchasing decisions. The second stage involved reviewing relevant literature and developing the research instrument in the form of questionnaires based on the research variables and indicators. The third stage involved distributing questionnaires to customers of Elota Indonesia and collecting responses from respondents. The fourth stage involved tabulating and processing the collected data using statistical analysis with SPSS software. Instrument testing, including validity and reliability tests, was conducted before performing descriptive statistical analysis and simple linear regression analysis. The final stage involved interpreting the results of the analysis, conducting hypothesis testing using the t-test, and drawing conclusions based on the research findings.

3.10 Methodological Limitations

This study has several methodological limitations. First, the research was conducted only at Elota Indonesia Screen-Printed T-shirt Business in Makassar City, which may limit the generalizability of the findings to other business sectors or geographical areas.

Second, the sample size consisted of only 55 respondents, which may not fully represent the broader population of consumers. Third, the study relied on self-reported questionnaire data, which may be influenced by respondents' subjective perceptions and response bias.

In addition, this study only examined marketing communication as a factor influencing purchasing decisions. Other variables that may affect purchasing decisions, such as product quality, price, brand image, or customer satisfaction, were

not included in the analysis. Therefore, future research is recommended to involve larger sample sizes, broader research settings, and additional variables to provide more comprehensive findings.

4. Results and Discussion

4.1 Research Results

4.1.1 Sample Description and Descriptive Statistics

The data in this study were collected through questionnaires distributed to 55 respondents who are consumers of Elota Indonesia Custom T-Shirt Printing in Makassar. The purpose of this section is to describe the demographic characteristics of the respondents, which include gender and age.

a. Gender

The distribution of respondents based on gender is presented in Table 1.

Table 1. Characteristics of Respondents Based on Gender

Gender	Frequency	Percentage (%)
Male	30	55%
Female	25	45%
Total	55	100%

Source: Processed Primary Data, 2025

Based on Table 1, it can be seen that 30 respondents (55%) are male, while 25 respondents (45%) are female. This indicates that the majority of respondents in this study are male consumers.

b. Age

The distribution of respondents based on age is presented in Table 2.

Table 2. Characteristics of Respondents Based on Age

Age	Frequency	Percentage (%)
< 20 years	2	4%
20–30 years	48	87%
> 31 years	5	9%
Total	55	100%

Source: Processed Primary Data, 2025

Table 2 shows that the majority of respondents are aged between 20 and 30 years, accounting for 48 respondents (87%). This suggests that Elota Indonesia's consumers are predominantly young adults who are generally active, trend-oriented, and responsive to marketing communication, particularly through digital media.

c. Descriptive Analysis of Research Variables

This study uses primary data obtained from

questionnaires distributed to consumers of Elota Indonesia custom T-shirts in Makassar. The sample consists of 55 respondents. The descriptive statistics of the research variables are presented in Table 3.

Table 3. Descriptive Statistics

Variable	N	Minimum	Maximum	Mean	Std. Deviation
Marketing Communication	55	5	25	19.45	2.774
Purchase Decision	55	12	30	26.15	3.363
Valid N (listwise)	55				

Source: SPSS 27 Output, 2025

Based on Table 3, the Marketing Communication variable has a minimum value of 5 and a maximum value of 25, with a mean of 19.45 and a standard deviation of 2.774. This indicates that respondents generally perceive the marketing communication activities of Elota Indonesia as effective.

The Purchase Decision variable has a minimum value of 12 and a maximum value of 30, with a mean of 26.15 and a standard deviation of 3.363. This suggests that respondents tend to have a high level of purchase decision toward Elota Indonesia products.

4.1.2 Data Quality and Preliminary Analysis

This subsection presents the validity and reliability tests conducted to assess the quality of the research instruments before further statistical analysis.

a. Validity Test

The validity test was conducted to determine whether each questionnaire item accurately measures the intended variables. The test was performed by comparing the calculated correlation coefficient (r -count) with the r -table value. With $N = 55$ and a significance level of 5%, the r -table value is 0.266.

Table 4. Validity Test Results

Variable	Item	r-count	r-table	Remark
Marketing Communication (X)	X1.P1	0.839	0.266	Valid
	X1.P2	0.892	0.266	Valid
	X1.P3	0.829	0.266	Valid
	X1.P4	0.766	0.266	Valid
	X1.P5	0.837	0.266	Valid
Purchase Decision (Y)	X2.P1	0.858	0.266	Valid
	X2.P2	0.854	0.266	Valid
	X2.P3	0.885	0.266	Valid
	X2.P4	0.890	0.266	Valid
	X2.P5	0.914	0.266	Valid
	X2.P6	0.850	0.266	Valid

Source: SPSS 27 Output, 2025

The results show that all questionnaire items have r -count values greater than the r -table value (0.266), indicating that all items are valid.

Cronbach's Alpha to assess the consistency of the measurement instruments. A Cronbach's Alpha value greater than 0.6 indicates acceptable reliability.

b. Reliability Test

The reliability test was conducted using

Table 5. Reliability Test Results

Variable	Number of Items	Cronbach's Alpha	Reliability Standard	Remark

Marketing Communication (X)	8	0.888	0.6	Reliable
Purchase Decision (Y)	8	0.939	0.6	Reliable

Source: SPSS 27 Output, 2025

Based on Table 5, all variables have Cronbach's Alpha values above 0.6, indicating that the research instruments are reliable.

examine the effect of Marketing Communication on Purchase Decision. The regression results are presented in Table 6.

4.1.3 Main Analytical Results

Simple linear regression analysis was used to

Table 6. Simple Linear Regression Results

Independent Variable	Dependent Variable	B	Beta	t	Sig.	Remark
Marketing Communication	Purchase Decision	1.264	0.821	10.486	0.000	Hypothesis Accepted

R = 0.974

R Square = 0.950

F = 109.955

Sig. = 0.000

Source: SPSS 27 Output, 2025

The regression equation is formulated as follows:

$$Y = 1.553 + 1.264X + e$$

The constant value of 1.553 indicates that if Marketing Communication is assumed to be zero, the Purchase Decision score is estimated at 1.553. The regression coefficient of 1.264 indicates that an increase in Marketing Communication leads to an increase in Purchase Decision.

The standardized beta coefficient of 0.821 shows a strong and positive influence of Marketing Communication on Purchase Decision.

significance level of 0.000 (< 0.05). This indicates that the regression model is statistically significant and can be generalized to the research population.

c. Coefficient of Determination (R²)

The coefficient of determination (R²) value of 0.950 indicates that 95% of the variation in Purchase Decision can be explained by Marketing Communication, while the remaining 5% is influenced by other factors not examined in this study.

4.1.4 Hypothesis Testing Results

a. t-Test (Partial Test)

The t-test was conducted to determine the partial effect of Marketing Communication on Purchase Decision. The results show that the t-value is 10.486, which is greater than the t-table value of 1.674, with a significance value of 0.000 (< 0.05). Therefore, H₀ is rejected and H₁ is accepted, indicating that Marketing Communication has a positive and significant effect on Purchase Decision.

b. F-Test

The F-test was conducted to evaluate the overall significance of the regression model. The results show an F-value of 109.955 with a

4.1.5 Visual Presentation of Results

The findings of this study are presented using tables to improve clarity and readability. Table 1 and Table 2 present the demographic characteristics of respondents, while Table 3 displays descriptive statistics of the research variables. Furthermore, Table 4 and Table 5 present the results of validity and reliability testing, and Table 6 summarizes the regression analysis and hypothesis testing results.

4.2 Research Discussion

4.2.1 Interpretation of Key Findings

The results of this study indicate that Marketing Communication has a positive and significant effect on Purchase Decision for Elota Indonesia custom T-shirts. This finding is

supported by the t-test and F-test results, which confirm the acceptance of the research hypothesis. The results demonstrate that effective marketing communication strategies are capable of influencing consumer behavior and encouraging purchasing decisions.

Effective marketing communication through promotions, social media engagement, product information clarity, and direct interaction with consumers plays a crucial role in influencing purchasing decisions. The findings indicate that consumers tend to make purchasing decisions when they receive attractive, informative, and persuasive communication from the company. Therefore, the study successfully answers the research objective regarding the influence of marketing communication on purchase decisions.

The findings also support the theory proposed by Kotler and Keller (2012), which emphasizes that marketing communication is an important element in building brand awareness, creating consumer interest, and encouraging purchase behavior. In the context of Elota Indonesia, effective communication strategies contribute significantly to increasing consumer confidence and purchase intention toward custom T-shirt products.

4.2.2 Comparison with Previous Studies

This study is consistent with previous research conducted by Putri (2021), Rahmat and Sari (2020), and Handayani (2019), which found that integrated marketing communication and digital promotion significantly influence purchase decisions in the fashion and SME sectors. Similarities between these studies and the present research indicate that marketing communication remains one of the dominant factors affecting consumer purchasing behavior, particularly in industries that rely heavily on digital interaction and promotional activities.

However, the findings differ from Abbas et al. (2022), who reported no significant effect of promotion on purchase decisions in a different regional context. These differences may occur due to variations in market characteristics, consumer preferences, communication channels, and promotional strategies implemented by each business. This comparison highlights that the effectiveness of marketing communication may vary

depending on the business environment and target consumers.

By comparing the findings with previous studies, this research strengthens the existing literature regarding the importance of marketing communication in influencing consumer decisions, particularly within local fashion-based SMEs such as Elota Indonesia.

4.2.3 Theoretical Contributions

This study contributes theoretically by confirming the marketing communication theory proposed by Kotler and Keller (2012), which states that communication activities play a significant role in influencing consumer attitudes and purchasing behavior. The findings reinforce the relevance of integrated marketing communication in the digital era, especially for SMEs operating in competitive markets.

In addition, this research extends previous empirical studies by providing evidence from the context of local custom fashion businesses in Indonesia. The study demonstrates that marketing communication not only functions as a promotional tool but also as a strategic mechanism for building consumer trust, increasing brand awareness, and encouraging purchase decisions. Therefore, the research contributes to the development of marketing communication literature, particularly in the SME and digital marketing context.

4.2.4 Practical and Policy Implications

The findings of this study provide practical implications for Elota Indonesia and similar businesses operating in the fashion and custom apparel industry. Companies are encouraged to continuously strengthen their marketing communication strategies through social media optimization, digital promotions, and collaborations with influencers to maintain consumer engagement and increase purchasing decisions.

Marketing communication activities should be implemented consistently, strategically planned, and regularly evaluated to ensure their effectiveness and relevance to consumer preferences. In addition, businesses should provide clear, attractive, and informative product content to enhance customer trust and brand awareness.

From a policy perspective, the results suggest that support for digital marketing capability

development among SMEs can improve business competitiveness and market expansion. Training programs related to digital marketing communication and social media utilization may help SMEs adapt to increasingly competitive digital business environments.

4.2.5 Integration with the Research Gap

This study addresses the research gap identified in previous literature regarding the effectiveness of marketing communication in influencing purchase decisions within local SMEs, particularly custom fashion businesses. Previous studies largely focused on large companies or broader digital marketing contexts, while limited research examined marketing communication strategies in local custom apparel businesses such as Elota Indonesia.

The findings confirm that marketing communication has a significant role in influencing consumer purchasing decisions in the context of SMEs. Thus, this study contributes original empirical evidence that strengthens the understanding of marketing communication effectiveness in local business environments and reinforces the relevance of digital communication strategies for SME sustainability and competitiveness.

4.2.6 Acknowledgement of Study Limitations

This study has several limitations that should be considered in interpreting the findings. First, the research was conducted only on consumers of Elota Indonesia in Makassar, which may limit the generalizability of the findings to other regions or business sectors. Consumer behavior and marketing communication effectiveness may differ across different market environments.

Second, this study focused solely on the influence of marketing communication on purchase decisions without considering other factors such as product quality, price, service quality, or brand image, which may also affect consumer purchasing behavior. Third, the study used a quantitative approach with questionnaire-based data collection, which may not fully capture deeper consumer perspectives and experiences regarding marketing communication strategies.

Therefore, future researchers are encouraged to expand the research scope by incorporating

additional variables, broader respondent coverage, and alternative research methods such as qualitative approaches or mixed methods to obtain more comprehensive insights.

5. Conclusion

5.1 Summary of Key Findings

The results of this study indicate that marketing communication has a positive and significant effect on purchase decisions for Elota Indonesia custom T-shirts. Consumers tend to make purchasing decisions more easily when companies implement effective marketing communication strategies through persuasive, informative, and engaging promotional activities.

The findings also reveal that marketing communication contributes significantly to shaping consumer perceptions, increasing purchase intention, and encouraging actual buying behavior. Therefore, the study confirms that marketing communication is one of the key determinants influencing consumer purchase decisions at Elota Indonesia.

5.2 Theoretical Contributions

This study contributes to the development of marketing communication literature by providing empirical evidence regarding the relationship between marketing communication and purchase decisions in the context of custom T-shirt businesses. The findings strengthen the theoretical perspective that marketing communication functions not only as a promotional tool but also as a strategic mechanism for influencing consumer perceptions and behavior.

In addition, this study enriches previous research related to consumer behavior and marketing strategies, particularly within small and medium-sized enterprises (SMEs) operating in the digital business environment. The study also supports the understanding that effective communication strategies can increase customer engagement and purchasing intention, thereby reinforcing existing marketing communication theories.

5.3 Practical and Policy Implications

The findings of this study provide practical implications for Elota Indonesia and similar businesses in the custom apparel industry.

Companies are encouraged to continuously strengthen their marketing communication strategies through social media optimization, digital promotions, and collaborations with influencers to increase consumer awareness and purchasing interest.

Furthermore, marketing communication activities should be implemented consistently, strategically planned, and regularly evaluated to maintain their effectiveness and relevance to consumer preferences. Providing clear, attractive, and informative product information can also help improve customer trust, brand awareness, and long-term customer relationships.

From a broader business perspective, the study highlights the importance of digital-based marketing communication strategies in enhancing competitiveness in the increasingly competitive market environment.

5.4 Limitations of the Study

This study has several limitations that should be considered when interpreting the findings. First, the research was conducted only on consumers of Elota Indonesia in Makassar, which may limit the generalizability of the findings to other regions or industries.

Second, this study focused solely on marketing communication as the independent variable influencing purchase decisions. Other factors that may also affect consumer purchasing behavior, such as product quality, price, service quality, and brand image, were not included in the analysis.

Finally, the study used a quantitative approach with questionnaire-based data collection, which may not fully capture deeper consumer perceptions and motivations regarding purchasing decisions.

5.5 Directions for Future Research

Future researchers are encouraged to expand the scope of the study by involving larger and more diverse samples from different regions or business sectors to improve the generalizability of the findings.

Further studies may also incorporate additional variables such as product quality, price, service quality, customer satisfaction, or brand image to obtain a more comprehensive

understanding of factors influencing purchase decisions. In addition, future researchers are recommended to apply alternative analytical approaches, such as multiple regression analysis, structural equation modeling, or qualitative methods, to gain deeper insights into consumer behavior and marketing communication effectiveness.

Moreover, future studies may explore the role of digital marketing trends, social media engagement, and influencer marketing in shaping consumer purchasing decisions in the evolving digital marketplace.

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